

Jason Kiesau, MSOL

Leadership, Change & Organizational Effectiveness Consultant - Urbandale, IA

☎ 515.559.4216 | ✉ jasonkiesau@gmail.com | 🌐 jasonkiesau.com | 🔗 linkedin.com/jasonkiesau

Professional Summary

Leadership and organizational effectiveness consultant with 20+ years of experience helping individuals, teams, and multi-site organizations translate strategy into sustained adoption. Known for turning complexity into clarity by designing change, leadership development, and experience-driven initiatives that hold up under pressure, reducing friction, improving alignment, and driving measurable behavior change in people-driven environments.

Brings a rare combination of executive facilitation, change leadership, customer and associate experience design, digital adoption, and systems thinking. A trusted advisor to senior leaders across enterprise and service-intensive environments where leadership behavior defines outcomes and reputation is built—or lost—through execution.

Purpose Statement

My purpose is to help people achieve more success with less stress by leading with intention and clarity, especially in moments of pressure. I work with leaders and organizations to reduce unnecessary friction, create alignment, and translate good intentions into consistent behavior so strong results and healthy relationships can exist at the same time.

Core Expertise

- Change Management & Adoption
- Leadership Development & Organizational Effectiveness
- Executive & Leadership Team Advisory
- Stakeholder Engagement & Communications
- Customer & Associate Experience Design
- Behavioral Insight & Social Intelligence
- Multi-Site & Enterprise Deployment
- Digital Enablement & Adoption
- Curriculum & Learner Journey Design
- Executive Facilitation & Coaching
- Program & Portfolio Execution

Professional Experience

TRACOM Group / Educate 360, *Social Intelligence Consultant* | 2019 – Present

- Partner with senior leaders, HR, and L&D teams to design and deliver leadership, communication, and behavior-change initiatives that support enterprise strategy and sustained adoption.
- Advise executives and leadership teams on communication, collaboration, and change readiness in complex, matrixed environments
- Design scalable leadership and social intelligence learner journeys, reinforcement strategies, and communication plans
- Lead in-person and virtual programs across North America and globally
- Certify facilitators in SOCIAL STYLE® & Versatility and provide ongoing subject support
- Support enterprise growth through discovery, solution design, proposal development, and client transition
- Contribute to curriculum development, participant materials, assessment reports, and facilitator resources
- Collaborate with marketing on thought leadership and video-based learning assets

Impact:

Consistently engaged beyond facilitation, operating as a strategic advisor supporting design, adoption, and enterprise delivery.

Merit Resources / AureonHR, *Leadership & Talent Development Manager* | 2010 – 2019

- Held progressively expanding leadership, marketing, sales, and talent development responsibilities within a professional services organization undergoing growth, acquisition, and rebranding
- Entered the organization through a self-initiated business development effort, earning executive sponsorship and advancing into roles of increasing scope and influence
- Served as Director of Marketing for the Senior Living Division, leading positioning, messaging, and go-to-market strategy for a rapidly growing, hospitality-focused vertical
- Transitioned into enterprise leadership and talent development as organizational priorities shifted toward scalability, consistency, and leader capability
- Designed and led leadership and talent development initiatives aligned with enterprise strategy, culture, and growth objectives
- Partnered closely with client CEOs, executive teams, regional leaders, and on-site leadership teams across multi-site organizations and industries
- Facilitated leadership development programs and coached executives nationwide, averaging 40–50 on-site engagements annually

- Contributed to product development, curriculum design, and service packaging to support enterprise growth and client outcomes
- Remained with the organization for nearly a decade due to sustained trust, adaptability, and increasing scope of influence
- Internal and client facing subject matter expert with TRACOM Group's SOCIAL STYLE & Versatility & Adaptive Mindset for Resiliency, DDI's Leadership Development programming, Profiles International's ProfileXT Total Person Pre-Hire Assessment, and Predictive Index Pre-Hire Assessment

Scope & Context:

Operated within a rapidly evolving, multi-service organization undergoing growth, acquisition, and rebranding, supporting leadership development and change adoption across industries and multi-site environments where leadership behavior directly influenced performance, culture, and brand experience.

Full Circle Development Group, Owner / Independent Consultant | 2008 – 2009

- Profiles International / ProfileXT Subject Matter Expert & Facilitator
 - Facilitated and interpreted behavioral, cognitive, and motivational assessments
 - Led original leadership studies analyzing decision-making, behavior, and motivation
 - Supported clients on applying assessment data to selection and development
 - Supported sales efforts through needs identification and solution alignment
- State of Iowa, Contract Facilitator, 2009
 - Selected as a contract facilitator to deliver statewide, behavior-focused training in response to Executive Order 15 issued by Governor Chet Culver
 - Facilitated 100+ hours of live, in-person sessions across multiple sites throughout Iowa, working in high-sensitivity, public-sector environments
 - Guided participants through values, identity, and behavior dynamics, exploring how conformity, security, and power influence how people show up in groups
 - Leveraged experiential learning and facilitated dialogue, including analysis of the Jane Elliott classroom experiment, to challenge assumptions, surface bias, and encourage personal accountability
 - Concluded sessions with reflection and goal setting focused on intentional behavior and how participants wished to show up moving forward

E-Myth Iowa/ E-Myth Benchmark, Business Coach | 2006 – 2008

- Coached business owners through a 12-month, systems-based mastery program
- Helped leaders shift from reactive operations to strategic thinking
- Supported mindset, leadership clarity, and long-term business development

North Pole Entertainment, *Co-Founder & Customer Experience Lead* | 2003 – 2018

Co-founded and scaled a portfolio of large-scale, public-facing events executed annually over 15 years, including six distinct programs (Santa Pub Crawl, Halloween Pub Crawl, Pink Pub Crawl, Pre-Paddy's Pub Crawl, 70's Pub Crawl, Pub Crawl of Love).

- Led marketing strategy, brand positioning, and end-to-end customer experience design
- Designed and launched event websites; implemented online registration and payment systems to drive adoption and reduce friction
- Built partnerships with local nightlife media outlets to amplify reach and engagement
- Co-managed vendor, venue, and bar relationships across multi-location events
- Coordinated with city officials, police, transportation providers, and sponsors to ensure safe, compliant execution
- Scaled participation from 50 to 1,000+ attendees while maintaining brand trust and regulatory approval
- Supported charitable fundraising efforts, donating \$40,000+ to children's charities

Relevance:

Demonstrates large-scale deployment, stakeholder orchestration, digital adoption, risk management, and experience-driven change under public scrutiny.

Thought Leadership & Writing

- Author, FOCUSED: Your Future Starts Now! — on intention, discipline, and sustained personal and professional growth
- Co-Author, Leading with Style for Senior Living Professionals — applying behavioral insight and leadership effectiveness within service-intensive environments
- Author, Unshakable Confidence (Free eBook) — exploring mindset, resilience, and self-leadership under pressure
- Contributing Writer to Forbes, Lifehack, The Good Men Project, and IowaBiz, writing on leadership, behavior, stress, and human dynamics at work and in life

Education

- MS – Organizational Leadership (MSOL), Arizona State University, Tempe, AZ
- BA – Organizational Management & Communication, Concordia University, St. Paul, MN
- AAS – Visual Communications, Brown Institute, Mendota Heights, MN

Certifications

- SOCIAL STYLE® & Versatility – Master Certified Facilitator
- Adaptive Mindset for Resiliency
- Behavioral EQ
- Development Dimensions International (DDI)
- Predictive Index
- IRB (CITI Program).

Leadership & Community Involvement

- Co-Program Facilitator, Ankeny Leadership Institute
- Creator & Facilitator, RESPECT-ABLE – Boys Leadership Program
- Former Mentor, ManUp Iowa
- Former Board Member, Young Variety – The Children's Charity
- Former Board Member & VP of Professional Development, Des Moines Young Professionals Connection (YPC)
- Des Moines Business Record Forty Under 40 Honoree (2014)